

## AMENDMENTS TO THE CLAIMS

**This listing of claims will replace all prior versions and listings of claims in the application:**

### LISTING OF CLAIMS:

1. (currently amended): A spontaneous delivery marketing system for providing offers to consumers, comprising:

a plurality of retail locations, each retail location having:

a detection device for detecting data uniquely related to a detected consumers, in proximity to a location where merchandise is available to the detected consumers, without requiring interaction by the detected consumers;

a first processor for generating a plurality of available offers and for identifying in a list specific ones of said plurality of offers that are applicable to a detected consumer based on data stored in a database relating to characteristics of the detected consumer, so that from the plurality of available offers, those specific offers, which relate to the detected consumer based on the characteristics of the detected consumer, are assembled and presented respectively to individual detected consumer;

an output device for supplying a message to a detected consumer, providing the specific offers available at the location to the consumer; and

wherein the detected consumer is therefore able to receive offers at the location without physical interaction on his or her part, and to avail himself or herself of the offers contained in the message supplied at the location,

a central station, comprising a second processor in communication with the first processor in each of said retail locations and operative to develop a target file of offers for at least one detected consumer and to provide said target file to at least said first processor, and

a retail server, comprising an inventory system and a consumer data base, in communication with each of said first processor and said second processor, and operative to provide price, inventory and consumer data for processing by said first and second processors.

2. (currently amended): The system of claim 1 wherein ~~the~~ said retail location is a retail outlet, a mall, a food court or an event area.

3. (original): The system of claim 1 wherein the detection device comprises an RFID (radio frequency identification device) reader for reading an RFID tag carried by the consumer to identify a particular consumer.

4. (original): The system of claim 3 wherein the RFID tag can provide a unique code which provides a unique identification of an individual consumer so that individual consumers can be identified and distinguished from one another.

5. (original): The system of claim 4 wherein the RFID tag is contained in a card carried by the consumer.

6. (original): The system of claim 1 wherein the output device comprises a transmitter for wireless transmission of the message to the individual consumer's mobile telephone or PDA.

7. (original): The system of claim 6 wherein the message is an SMS, EMS or MMS message.

8. (original): The system of claim 1 wherein the output device is a printer for printing a document containing the offer.

9. (currently amended): The system of claim 1 wherein the first processor receives a target file of offers for individual consumers from a the central station, the target file of offers being based on data held at the central station relating to personal information associated with individual consumers.

10. (currently amended): The system of claim 9 wherein the first processor comprises a first server for receiving the target file of offers, a second server associated with the location being connected to the first server, and an EPOS terminal connected with the second server so that offers contained in the list for a particular consumer are transmitted from the first server to the second server and then to the EPOS terminal so that when a consumer identifies himself or herself at the EPOS terminal, purchases made by the consumer are provided in accordance with the offers contained in the message to the consumer.

11. (original): The system of claim 10 wherein the consumer identifies himself or herself by displaying the message to a person at the EPOS terminal, or by swiping a card which contains the user's identifying data at the EPOS terminal.

12. (original): The system of claim 10 wherein the second server is also coupled to a retail server for obtaining data relating to the purchases made by particular customers.

13. (currently amended): The system of claim 10 wherein a second processor is located at with the central location station, the second processor comprising a head office database connected to the retail server for receiving data from the retail server relating to purchases made by particular customers, the head office database holding information relating to the consumers so that offers applicable to individual consumers can be made based on the data held in the database and particular products which marketers wish to promote by way of offers to consumers so that the offers to consumers are matched with characteristics of the consumers, so that consumers are provided with messages containing offers applicable to that consumer and tailored specifically for that consumer.

14. (currently amended): The system of claim 13 wherein the retailer server may also include an inventory system for maintaining inventory data relating to products available at the location and for providing that data to ~~the~~ said database.

15. (original): The system of claim 14 wherein the retail server communicates with the second server for providing inventory data from the inventory system relating to products available for sale for use by the EPOS checkout during the purchase of products at the location.

16. (original): The system of claim 10 wherein the second processor further comprises an application server for producing the target file and transmitting the target file to the first server, the first server including a first server database for maintaining a database of specific offers targeted to specific consumers.

17. (currently amended): A method of spontaneous delivery of marketing offers to consumers, comprising:

at each of a plurality of retail locations:

detecting consumers in proximity to a location where merchandise is available to the consumers, without requiring interaction by the consumers;

generating a plurality of available offers and identifying specific ones of said plurality of offers that are applicable to a detected consumer based on data stored in a

database relating to characteristics of the detected consumer, from the plurality of available offers, assembling those specific offers which relate to the detected consumer based on the characteristics of the detected consumer, and presenting said specific offers respectively to individual detected consumers;

outputting a message to a detected consumer, providing the offers available at the location to the consumer; and

wherein the detected consumer is therefore able to receive offers without physical interaction on his or her part, and to avail himself or herself of the offers contained in the message at the location,

at a central station, comprising a second processor in communication with the first processor in each of said retail locations, developing a target file of offers for at least one detected consumer and providing said target file to at least said first processor, and

at a retail server, comprising an inventory system and a consumer data base, communicating with each of said first processor and said second processor, and providing price, inventory and consumer data for processing by said first and second processors.

18. (currently amended): The method of claim 17 wherein ~~the~~ said location is a retail outlet, a mall, a food court or an event area.

19. (original): The method of claim 17 wherein detecting consumers comprises detecting an RFID tag carried by the consumer with an RFID reader to identify a particular consumer.

20. (original): The method of claim 17 wherein outputting the message comprises wireless transmission of the message to the individual consumer's mobile telephone or PDA.

21. (original): The method of claim 20 wherein the message is an SMS, EMS or MMS message.

22. (original): The method of claim 17 wherein outputting the message comprises printing a document containing the offer.

23. (original): The method of claim 17 wherein the method further comprises receiving a target file of the offers for individual consumers from a central station, the target

offers being based on data held at the central station relating to personal information associated with individual consumers.

24. (original): The method of claim 23 wherein the method comprises receiving the file at a first server, transferring the file to a second server associated with the location, and to an EPOS terminal so that offers contained in the file for a particular consumer are transmitted from the first server to the second server and then to the EPOS terminal so that offers contained in the list for a particular consumer are transmitted from the office server to the store server and then to the EPOS terminal so that when a consumer identifies himself or herself at the EPOS terminal, purchases made by the consumer are provided in accordance with the offers contained in the message to the consumer.

25. (original): The method of claim 17 wherein the consumer may identify himself or herself by displaying the message to a person at the checkout terminal, or by swiping a card which contains the user's identifying data at the EPOS terminal.

26. (original): The method of claim 25 wherein the method further comprises compiling a database of information relating to the consumers so that offers applicable to individual consumers can be made based on the data held in the database and particular products which marketers wish to promote by way of offers to consumers so that the offers to consumers are matched with characteristics of the consumers, so that consumers are provided with messages containing offers applicable to that consumer and tailored specifically for that consumer.